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Clayton County Board of Commissioners



PRESS RELEASE

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Clayton County Archway Public Image Committee Visits WSB-TV Studios

Jonesboro, Georgia- In 2009 a committee comprised of Public Information Officers (PIO), representing leading departments, organizations, and businesses in Clayton County, initiated a mission to promote and highlight positive stories within the county. The group was created as part of Clayton Archway's mission to address the image of the county in the media. Over the years the Archway PIO Committee continues to grow, taking on a variety of representatives on behalf of the county. Each month, committee members introduce new ideas and methods in which collaborating with the local and state media help identify Clayton County in a positive light.

On Wednesday, July 11, 2012, the PIO Committee organized a station tour with WSB-TV of Atlanta. Included in the tour were reporters, anchors, producers, editors, and directors. The PIO Committee was able to see the day to day operations of the Channel 2 News Station, radio, and newspaper components. In addition, the committee was able to ask a series of questions to both producers and reporters to better understand the dynamics and aspects of story development and how to provide information that ultimately reflects the interest of viewers, listeners, and readers. A special highlight to the group's tour was meeting the now retired WSB legendary news anchor, Monica Pearson.

In an effort to continue serving the needs of Clayton County citizens, the PIO Committee is dedicated to finding innovative techniques and strategic goals to ensure that these needs are met. Each representative is committed to showcasing the county, spreading good news and community information to all members. The tour of the WSB-TV Station is one of many ways in which the Archway PIO Committee continues its promise to promote and enhance the image of Clayton County!

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